

Communication between Parliament and NGOs, the contradictions of a relationship between public information and political marketing

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Abstract

One of the dilemmas of transparency between the public and the Parliament is the relation between the parliament, as the most representative political institution of the people and civil society. In parliamentary communication, the relations with NGO-s are a relatively new experience (after the 2000s) and it has approached to the quality of international experiences. The outcome of this relation, more than an informative process, or the transmitting of its problems in the Parliament floor, has mostly followed a 'mediatisation strategy', as a part of the marketing with the public from both sides. In this scientific cover age it will be in focus the communication between the Parliament and NGOs and analysing the people's information dilemmas from one side and the role of parliamentary transparency on the other side, as part of the Public Relations of the institution itself. Media's opinion as a key factor in information, it is considered necessary in the evaluation of the communication between the Parliament and the civil society. At this point of view, the rapport of the Parliament-NGO Communication, it is presented as a still unsolved problem in the definition of the information terms or public relations, where political marketing is also involved, as a part of this strategy.

The topic will include the handling of document data, statistics figures, integrated, with interpretations and factors from both sides of the journalists who cover parliamentary activity.

Key words: Civil commitment, parliamentary communication, transparency, e-parliament, e-participation, e-lobbying, e-consultation.

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